

# PRINTER'S INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI. NEW YORK, SEPTEMBER 12, 1894.

NO. 11.

## AUGUST CIRCULATION OF THE ST. LOUIS REPUBLIC.

ST. LOUIS, Aug. 31, 1894.

G. W. Jones, Business Manager of the ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the DAILY and SUNDAY REPUBLIC printed during the month of August, 1894, all in regular editions, was as per schedule given below:

Days.	Copies.	Days.	Copies.
1	56,170	17	55,630
2	56,190	18	58,365
3	57,420	19	*68,760
4	59,815	20	53,790
5	70,415	21	54,530
6	55,670	22	54,520
7	56,160	23	54,470
8	55,780	24	55,320
9	55,080	25	58,620
10	55,400	26	*68,445
11	58,890	27	53,920
12	*69,355	28	55,210
13	55,360	29	55,330
14	55,330	30	55,020
15	55,150	31	56,080
16	55,370		

Total for month..... 1,785,565

\*\*Less deductions..... 102,384

Total sold..... 1,683,181

Daily average net circulation..... 54,296

\*Sunday.

\*\*All copies spoiled in printing, left over and returned unsold are deducted, so as to give the net circulation reaching actual readers.

G. W. JONES.

(Seal.) Sworn to and subscribed before me this thirty-first day of August, 1894.

JOSEPH G. HOLLIDAY.

Notary Public, City of St. Louis, Mo. My term expires September 7, 1894.

RATES QUICKLY FURNISHED BY

### THE REPUBLIC, ST. LOUIS, MO.

Or at New York Office, 146 Times Building.

# ATLANTIC COAST LISTS

The South  
Has Corn  
For Sale.

Never before has the South been blessed with such bountiful crops as this year. It was spared the long drought which reduced the corn crop of the West over half a billion bushels.

While the cotton crop of the South is one of the largest ever raised, the corn crop will equal or exceed it in value. Instead of the South buying corn from the West it will be a seller, having produced millions of bushels more than it needs for its own consumption.

The four Southern Divisions of the Atlantic Coast Lists reach the farmers and buyers of the prosperous South.

One Electrotype and One  
Order Does the Business.

134

LEONARD STREET  
NEW YORK

G.R.  
HALM  
DES.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

Vol. XI.

NEW YORK, SEPTEMBER 12, 1894.

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## CANADA.

The short essays and catalogues appearing in *PRINTERS' INK* from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the *American Newspaper Directory* for 1894.

The Dominion of Canada, a federal union of provinces and territories comprising the British possessions in North America, has a population of 4,833,463, an area of 3,456,383 square miles, and 862 newspapers. The divisions are as follows :

### BRITISH COLUMBIA.

Population, 97,612. Area, 383,300 square miles. Issues 25 newspapers.

The towns having more than 5,000 population are as follows :

Victoria	16,841
Vancouver	13,685
New Westminster	6,641
Nanaimo	5,000

The following is a list of all papers accorded over 1,000 circulation. In this and the following lists circulations to which the asterisk is affixed may be relied upon absolutely.

#### DAILIES.

Vancouver World	2,250
Victoria Colonist	2,250
Times	1,500*

#### WEEKLIES.

Vancouver World	4,000
Victoria Times	2,250

British Columbia covers more ground than Texas, but has less than half as much population. A large part of its surface is densely timbered. Gold mining is its leading pursuit, but coal, hard and soft, is abundant, and is exported in some quantities.

### MANITOBA.

Population, 152,505. Area, 73,956. Issues 53 newspapers.

The only city or town in Manitoba having a population of more than 5,000 is :

Winnipeg	25,642
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The following is a complete list of all papers in Manitoba accorded over 1,000 circulation :

DAILIES.	
Winnipeg	Free Press
	Tribune
SEMI-WEEKLY.	
Winnipeg	Free Press
WEEKLIES.	
Winnipeg	Tribune
	Commercial
	Heimskringla
Brandon	Sun
	Times
Winnipeg	Skand. Canadiensaren
MONTHLY.	
Winnipeg	Western World
	Not western Farmer
	Waghorn's Guide

A large part of Manitoba is in prairie land. Wheat raising and timber cutting are the principal industries. The province is traversed by the Canadian Pacific Railway.

### NEW BRUNSWICK.

Population, 321,270. Area, 28,200 square miles. Issues 48 newspapers.

The towns having more than 5,000 population are as follows :

St. John	39,179
Moncton	8,765
Frederickton	6,502

The following is a complete list of all papers accorded over 1,000 circulation :

DAILIES.	
St. John	Telegraph
Sun	3,663*
Globe	2,250
WEEKLIES.	
St. John	Sun
	Telegraph
	Messenger and Visitor
	Progress
Frederickton	Religious Intelligencer
Moncton	Times
	Transcript

#### MONTHLY.

St. John	Educational Review
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Lumbering and fishing are the principal industries.

### NORTHWEST TERRITORIES.

Population, 98,967. Area, 2,497,427 square miles. Issues 15 newspapers. There is no town having 5,000 population. The only ones having more than 1,500 are :

Calgary	3,876
Regina	1,500
Battleford	1,500
Edmonton	1,500

The only newspapers accorded a circulation of more than 1,000 are:

## WEEKLIES.

Regina, Leader.....	1,600*
Standard.....	1,080*

The northwest territories cover an area equal to that of the thirty largest States in the Union combined.

## NOVA SCOTIA.

Population, 450,492. Area, 20,600 square miles. Issues 66 newspapers.

The towns having more than 5,000 population are as follows:

Halifax.....	38,556
Yarmouth.....	6,089
Truro.....	5,102

The following is a complete list of papers accorded over 1,000 circulation:

## DAILIES.

Halifax, Herald.....	4,500*
Recorder.....	2,250
Evening Mail.....	2,250
Chronicle.....	2,250
Echo.....	2,250

## SEMI-WEEKLY.

Yarmouth, Times.....	2,250
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## TRI-WEEKLY.

Halifax, Chronicle.....	2,250
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## WEEKLIES.

Halifax, Critic.....	6,162*
Weymouth Br. L' Evangeline.....	3,437*
New Glasgow, Chronicle.....	2,500*
Yarmouth, Light.....	2,500*
Halifax, Presbyterian Witness.....	2,250
Wesleyan.....	2,250
North Sydney Herald.....	2,250
Yarmouth, Herald.....	2,250

## BI-WEEKLY.

Halifax, Grocer.....	1,000*
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Fishing, ship-building, mining, agriculture, and some manufacturing are the principal industries. It has 1,000 miles of sea coast.

## ONTARIO.

Population, 2,114,475. Area, 222,000 square miles. Issues 507 newspapers.

The towns having more than 10,000 population are as follows:

Toronto.....	181,220
Hamilton.....	46,980
Ottawa.....	44,154
London.....	31,977
Kingston.....	19,264
Brantford.....	12,753
Peterborough.....	12,000
Guelph.....	10,539
St. Thomas.....	10,370
Windsor.....	10,322

The following is a complete list of papers accorded over 1,000 circulation:

## DAILIES.

Toronto, Globe.....	17,500
Mail.....	17,500
World.....	12,732*
Empire.....	12,500
Evening News.....	12,500

Toronto.....	Evening Telegram.....	12,500
London.....	Advertiser.....	7,500
	Free Press.....	7,500
Hamilton.....	Spectator.....	4,000
	Times.....	4,000
Ottawa.....	Free Press.....	4,000
	Evening Journal.....	3,725*
St. Thomas.....	Evening Journal.....	3,335*
Hamilton.....	Herald.....	2,250
Ottawa.....	Citizen.....	2,250
Toronto.....	Evening Star.....	2,250
Kingston.....	British Whig.....	1,907*

## SEMI-WEEKLIES.

Ottawa.....	Citizen.....	2,250
	Journal.....	2,250
Ottawa.....	Free Press.....	2,250

Owen Sound, Advertiser..... 1,450\*

## WEEKLY.

Toronto.....	Truth.....	30,000
London.....	Advertiser.....	17,500
Toronto.....	Globe and Can. Farmer.....	17,500
	Mail.....	17,500
	Farm and Fireside.....	17,500
	Christian Guardian.....	13,759*
London.....	Free Press.....	12,500
Toronto.....	Empire.....	12,500
Hamilton.....	Spectator.....	7,500
London.....	Templar.....	7,500
London.....	Catholic Record.....	7,500
Toronto.....	Sunday World.....	7,500
	Canadian Presbyterian.....	7,500
	Saturday Night.....	7,500
	Sentinel.....	7,500
Kingston.....	British Whig.....	6,675*
London.....	Echo.....	6,000*
Toronto.....	Canadian Bapst.....	5,200*
Hamilton.....	Times.....	4,000
London.....	Farmers' Sun.....	4,000
Ottawa.....	United Canada.....	4,000
Toronto.....	News.....	4,000
	Churchman.....	4,000
	Dominion Odd Fellow.....	4,000
	Forest and Farm.....	4,000
	Grip.....	4,000
	Monetary Times.....	4,000
	North Ender.....	4,000
	Presbyterian Review.....	4,000
	Sat. News Ledger.....	4,000
	Week.....	4,000
Woodstock.....	Sentinel-Review.....	4,000*
Scarfth.....	Expositor.....	3,950*
Chatham.....	Planet.....	3,500*
Woodstock.....	Times.....	3,500*
Lindsay.....	Canadian Post.....	3,350*
Welland.....	Tribune.....	3,215*
St. Thomas.....	Journal.....	3,077*
Almonte.....	Gazette.....	2,665*
Amherstburg.....	Echo.....	2,250
Belleville.....	Intelligencer.....	2,250
	Chronicle.....	2,250
Brantford.....	Expositor.....	2,250
Cornwall.....	Freeholder.....	2,250
	Standard.....	2,250
Galt.....	Reformer.....	2,250
Guelph.....	Herald.....	2,250
	Mercury.....	2,250
Kingston.....	Canadian Freeman.....	2,250
Lindsay.....	Victoria Warden.....	2,250
Pembroke.....	Observer.....	2,250
Port Hope.....	Guide.....	2,250
	Times.....	2,250
Stratford.....	Beacon.....	2,250
	Herald.....	2,250
Toronto.....	Canadian Grocer.....	2,250
	Can. Hardware Merchant.....	2,250
	Canadian Sportsman.....	2,250
	Evangelical Churchman.....	2,250
Welland.....	Telegraph.....	2,250
Orillia.....	Times.....	1,920*
Bowmanville.....	Statesman.....	1,920*
Perth.....	Courier.....	1,920*

New Market Era	1,790*
Amherstburg Leader	1,660*
Orillia Packet	1,623*
Kincardine Review	1,600*
Aylmer Express	1,537*
Arnprior Chronicle	1,500*
Clinton New Era	1,440*
Stratford Colonist	1,368*
No. Toronto Recorder	1,300*
Collingwood Bulletin	1,200*
Deseronto Tribune	1,200*
Simcoe Reformer	1,200*
Petrolia Top e.	1,175*
Mt. Forest Representative	1,024*
Durham Chronicle	1,000*

## SEMI-MONTHLIES.

London Farmers' Advocate and Home Magazine	20,000*
Toronto Educational Journal	2,250
Simcoe Canadian Wheelman	2,021*

Toronto Secular Thought	1,000*
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## MONTHLIES.

Hamilton Royal Templar	20,000*
Toronto Ladies Journal	20,000

Sunday School Banner	16,388*
Brantford Ancient Forester	12,933*

Toronto Massey's Illustrated	12,500*
Missionary Outlook	10,000*

Welland Home Circle Leader	9,000*
St. Thomas Ensign	7,500*

Toronto Intern'l Good Templar	7,500
Rural Canadian	7,500

Canadian Live Stock and Farm Journal	4,000
Farmers' Family Mag.	4,000

Methodist Magazine	3,404*
Books and Notions	3,200*

Guelph Canadian Forester	4,000
London Wives and Daughters	4,000

Bowmanville Medical Adviser	2,250
Grimsby Horticulturist	2,250

London Philatelist	2,250
Orillia Canadian Workman	2,250

Ottawa Woman's Journal	2,250
Owen Sound Canadian Patron	2,250

Toronto Church Magazine	2,250
Dry Goods Review	2,250

Overseer	2,250
Poultry Review	2,250

Freemason	2,250
Independent Forester	2,250

Parish and Home	2,250
Canadian Lumberman	1,600*

Electrical News	1,600*
Architect and Builder	1,500*

Peterborough Philatelist	1,250*
St. Catherines Independent	1,100*

## PRINCE EDWARD ISLAND.

Population, 109,080. Area, 2,000 square miles. Issues 16 newspapers.

Of its 67 townships, three only issue newspapers, viz.:

Charlottetown	11,374
Summerside	3,000
Tignish	150

There are 3 dailies, all in Charlottetown. The only papers credited with a circulation of more than 1,000 copies are:

## WEEKLIES.

Charlottetown Patriot	2,250
Summerside Island Farmer	2,250

Journal	2,250
Pioneer	2,250

Agriculturist	2,250
Charlottetown Guardian	2,000*

The island has submarine cable communication with New Brunswick.

## QUEBEC.

Population, 1,489,062. Area, 228,900. Issues 132 newspapers.

The towns having more than 10,000 population are as follows:

Montreal	216,650
Quebec	63,000
Hull	11,265
Sherbrooke	10,110

The following is a complete list of papers in Quebec accorded over 1,000 circulation:

## DAILIES.

Montreal Star	36,881*
La Presse	29,500*
Le Monde	12,500
Witness	12,500
La Patrie	8,000*
Le Miner	4,000
Le Quotidien	4,000
Montreal Gazette	4,000
Quebec L'Elec	4,000
L'Evenement	4,000
Telegraph	2,400*
Montreal Herald	2,250
Quebec Mercury	2,250
Chronicle	2,250

## WEEKLIES.

Montreal Family Herald and Star	86,208*
Witness	20,000
La Presse	13,260*
Le Foyer Canadien	12,500
Le Patrie	11,500*
Sunday Morning News	8,000*
Le Cultivateur	7,500
La Miner	4,000
Can. Journal of Com'ce	4,000
Can. Trade Review	4,000
Le Monde Illustr	4,000
Le Samedi	4,000
True Witness	4,000
Quebec L'Elec	4,000
St. Johns News	4,000
Sherbrooke Gazette	3,650*
Examiner	2,350*
L'Hebdomadaire	2,250
Montreal Gazette	2,250
Metropolitan	2,250
Shareholder	2,250
Quebec Journ'l des Champagnes	2,250
La Justice	2,250
St. Hyacinthe Le Courier	2,250
St. Johns Le Franco Canadian	2,250
Cookshire Chronicle	1,545*
Rock Island Journal	1,536*
Valleyfield Le Progress	1,500*
Bedford Times	1,000*

## BI-WEEKLY.

Montreal Northern Messenger	20,000
SRMI-MONTHLY.	
Montreal Le Propagateur des Bons Livres	2,250
MONTHLIES.	
Montreal Ill. Jour. of Agriculture	2,250
Int. R. R. and Steam Nav. Guide	2,250
Le Journal d'Agriculture Illustr	2,250
Sherbrooke Land We Live In	1,200*
Montreal Journal of Fabrics	1,000*

NEWFOUNDLAND.

Population, 197,332. Issues 5 news-

## PRINTERS' INK.

papers. It is about 1,200 miles in circumference. The interior has never been thoroughly explored.

The only towns issuing newspapers are :

St. Johns.....	25,000
Harbor Grace.....	6,500
Twillingate.....	3,000

The only newspaper accorded a circulation of more than 1,000 is :

## DAILY.

St. Johns. ..Evening Telegram..... 2,250

Principal industries are the cod fisheries, lobster canning and seal hunting. The island lies nearer Europe than any other part of America, and is Britain's oldest colony.

In all of Canada there are 50 religious, 32 agricultural and live-stock papers, and a liberal number of trade journals. All of these believed to have more than 1,000 circulation are catalogued in above lists.

Office of "THE MAIL."  
TORONTO, Canada, July 13th, 1894.

## Editor of PRINTERS' INK:

The Province of Ontario, the garden spot of Canada, which always responds well to good advertising, is fortunately very easy to cover. Toronto, the capital and central city, is also the center of its railways, telegraph and postal facilities, as well as of its legal and educational advantages. The result is that the Toronto dailies fully cover the Province, although there are a great number of good local papers in every section. The Canadian people are not satisfied with local news alone, they must have the general newspapers. In this way an advertiser can, if he so desires, cover the field with these Toronto dailies.

An advertiser by liberal advertising in these papers with their weeklies covers Ontario. If he still has money left, he can cover the district a second time by using the local dailies and weeklies throughout the Province, and if he still has money left to spend, he can cover it a third time with the religious papers.

Large advertisers say that the Province of Ontario always gives good results from good advertising, and that the losses made in Canada by advertisers are always from spreading business into the other Provinces, which are harder to cover, and worth very little after they are covered.

If dailies are required, first use the Toronto dailies, then the *Free Press* and *Advertiser*, in London, the *Spectator* and *Times*, of Hamilton, the *Guelph Mercury*, *Kingston Whig*, *Belleville Intelligencer*, *Ottawa Free Press*.

There are no very large weeklies outside of Toronto. Yours truly,

THOMAS W. DYAS.

## Editor of PRINTERS' INK:

Canada presents a striking contrast to the United States in the distribution of the circulation of its leading daily newspapers. Here the most prominent papers are really largely localized as to circulation; there, the great dailies are regularly read in every town and village, within a wide radius of the principal centers of publication.

Thus intending advertisers will find the task of selecting their mediums much simplified. Let me name the papers which practically cover the well-to-do element of the Dominion. London, Ont., *Free Press* in the west of Ontario; *Toronto Empire*, *Mail* and *Globe*, three giants in circulation and influence throughout the Province of Ontario; Montreal *Daily Witness*, circulating among solid, conservative people all over the Dominion; *Montreal Star*, with the largest circulation in the country, and *Montreal Gazette* to reach the office-holding classes of Quebec and E. Ontario. Then for your French-Canadian advertising use *La Minerve* and *L'Electeur*. In the lower Provinces the St. John *Telegraph* and *Halifax Chronicle* cover the field. Here are eleven papers that will give practically better results for much less money than if all the others were lumped together. If you advertise regularly in the above media, sooner or later every intelligent eye in the Dominion will see your ad. A. E. C.

## Editor of PRINTERS' INK:

Prince Edward Island is the smallest of the three maritime Provinces. Being agreeably situated in the Gulf of St. Lawrence, it has gained a far-famed reputation as an agricultural center, and is justly termed the "Garden of the Gulf."

Its entire length is 130 miles by 30 wide. A railway controlled by the Dominion Government is operated the entire length, reaching, by its serpentine route, all the towns and villages of the Province.

The population of Prince Edward Island is 109,088, divided as follows:

English Speaking.....	94,088
French Speaking.....	13,000
Others.....	200

Charlottetown, the capital, is one of the most picturesque cities of America. It is an important newspaper center.

The following is a complete list of its publications:

Examiner.....	D. & W.
Patriot.....	D. & W.
Guardian.....	D. S. W. & W.
Herald.....	W.
Watchman.....	W.
Royal Gazette.....	W.

Summerside, with its 3,000 population, has 4 weeklies.

The Summerside *Journal* and *Agriculturist*, are two papers controlled and edited by the same man. The *Journal* has the largest circulation of any paper of Prince Edward Island. The *Pioneer* and *Farmer*, controlled by the same company, are likely and progressive.

Tignish, one of the largest farming communities of Prince Edward Island, and the terminus of the Prince Edward Island railway, has one paper, *L'Impartial* (weekly), the only French paper of the Province.

F. J. BUOTE.

## ABSOLUTELY PURE.

We wish to apologize to our readers for the insertion of two questionable advertisements last week. We had contracted the space for a year, the advertisements came in and were inserted during our absence. Not considering them fit to go in the families of our readers they have been thrown aside and the contract canceled. We will not knowingly publish a questionable or fraudulent advertisement, no more than we would perpetrate a falsehood in our reading columns.—*Whitewright (Tex.) Plow and Hammer*.

# Only 50 Columns

Of advertising will be accepted for insertion in the Christmas issue of **THE LADIES' HOME JOURNAL**.

The number is now being prepared and will be closed **October 15**.

Last year more than five columns of desirable advertisements were declined for this issue for lack of space.

THE CURTIS PUBLISHING COMPANY  
Philadelphia

693,309 copies sold of last Christmas Journal

# From Maine to Texas.

## THE PRESSMAN SAYS THAT IT IS SATISFACTORY.

Office of THE GALVESTON NEWS,  
Established 1842. Incorporated 1881.  
A. H. BELO & Co., Publishers,  
and of  
THE DALLAS NEWS,  
Established 1885.  
GALVESTON, Texas, Aug. 27, 1894.

*Wm. Johnston, Esq.:*

We inclose herewith our sight check No. 634, on Bank of New York, your favor, for \$40.00, for which you will please send us, per Mallory steamer, 1,000 lbs. of news ink, same quality and thickness as that last shipped us, which our pressman states is satisfactory. Your prompt attention will oblige

Yours truly,

A. H. BELO & Co.,  
By T. HEALEY, Sec'y.

## BETTER THAN INK THAT COST SEVERAL TIMES AS MUCH!

THE COUNTY DEMOCRAT,  
Dandy Paper of the Town.  
Established 1840. Circulation 4,100.  
H. C. KUDNER, Publisher.  
LAPEER, Mich., Aug. 21, 1894.

*Mr. Wm. Johnston:*

Seeing your advertisements of news inks, I sent to you some time ago for a sample 100-lb. keg. I had plenty of ink on hand, but was curious to know what you would send for so small a figure. I find it better than ink that cost me several times as much. It is the best I ever had. Inclosed paper speaks for itself. Please send me, by freight, 500 lbs. of the same kind of ink, in consideration of inclosed \$20 check. Respectfully,

H. C. KUDNER.

## BETTER THAN 8 AND 10 CENT INK USED HERETOFORE.

Office of THE HOUSTON POST,  
HOUSTON, Texas, Aug. 25, 1894.

*Mr. Wm. Johnston:*

We have just received the last shipment, five hundred pounds, of news ink, and a fair trial convinces us that it is just what we want. Accordingly, we inclose you herewith a check for \$40.00, for which please ship us, as early as possible, one thousand pounds of ink. Please make same exactly like your last shipment, as we have found that to be equally as good as inks we have been paying eight and ten cents for in the past.

Wishing you much success,

J. L. WATSON, Manager.

## HE NOW USES NO OTHER.

Office of THE DAILY HOME NEWS,  
NEW BRUNSWICK, N. J., Aug. 23, 1894.

*Mr. Wm. Johnston:*

Please send immediately 250-lb. keg of ink. My pressman neglected to notify me in time, and we are entirely out, except what is in fountains. The quality is surprisingly good. It is as good as what I have paid 12 cents for. I now use no other than yours. Inclosed find check.

Yours truly,

HUGH BOYD,  
Publisher HOME NEWS,

## WANTS SAME AS BEFORE!

COMFORT,  
The Gannett & Morse Concern, Publishers.  
AUGUSTA, Me., Aug. 20, 1894.

*Mr. Wm. Johnston:*

Please ship us at once, via Maine Steamship Co., Pier 38, East River, four barrels (500 lbs. each) of your ink, same as we had before.

We inclose check for \$80.00 in payment.

Yours truly,

W. H. GANNETT.

I have sold over 55 tons of **NEWS INK** since January and **NO ONE HAS COMPLAINED**. I am making an impression on the ink trade. I sell

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

My ink is just as good **NEWS INK** as can be bought anywhere at 25 cents a pound. It is not a matter of price.

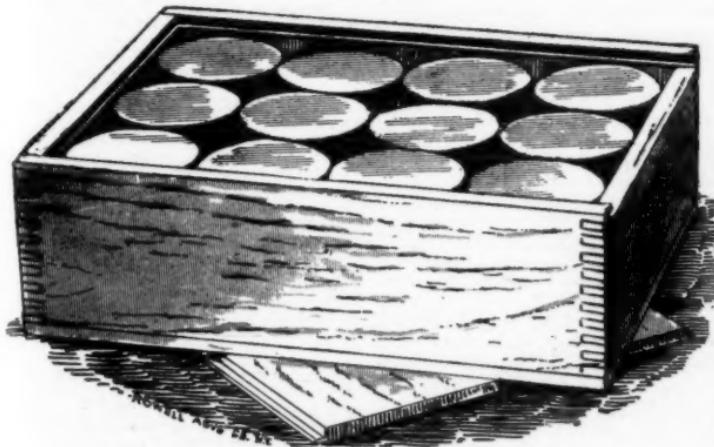
My ink is the best in the world for newspaper work. That is all I claim for it.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order.

Address **WM. JOHNSTON, Manager Printers' Ink Press,**  
**10 Spruce Street, New York.**

Job Inks, any color and finest blacks (with five exceptions, viz.: bronze red, carmine, violet, purple and five-dollar black) in  $\frac{1}{4}$ -pound cans for twenty-five cents a can.

For three dollars you get a dozen  $\frac{1}{4}$ -pound cans of the best Job Inks in the world. Selected colors or made to match.



If your bank account will not stand such a drain, send one dollar and get four cans.

When the ink is found to be what is wanted I sell larger cans at the same rate, one dollar a pound. I sell Poster Inks, any color, 5-pound cans for a dollar. It is the best Poster Ink ever made since the first post was established.

## PRINTERS' INK.

SUCH a thing as a legitimate circulation, secured upon merit, is rare indeed among the so-called "great" dailies.—*Michigan Christian Advocate*.

THE high-priced English journals have more readers than subscribers. An advertisement in the *Guernsey (Channel Islands) News* shows a reason: "Offered—First read of *Graphic*, at 3d per week (half-price). May be kept a week."

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLES.

THE SOUTHERN MAGAZINE gets Southern business.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

MALL half-tone cuts. Send proofs and prices. DUPORT No. 125 St., Westfield, Mass.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

SEND \$1 for reliable list of dealers in any line ASSO. TRADE & INDUS. PRESS, Wash'n, D. C.

A USTRALIAN ballot signatures, fac-similes, engraved promptly and at low prices. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 37 Broadway, New York.

WANTED—Experienced subscription and advertising solicitor for a weekly (Rep.) of established reputation. Salary and traveling expenses. Address "D. H." Printers' Ink.

ARE you in doubt about the mailability of contemplated publication? Send \$6 for expert opinion. Refer to Printers' Ink. ASSO. TRADE & INDUSTRIAL PRESS, Wash'n, D. C.

"SMALL TALK ABOUT BUSINESS" A Banker's business helps for men & women.

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c, cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

WANTED—Position with dry goods or department house as advertising manager. If you engage me and help me and faithfully back me up, we can materially increase your sales. I've had experience and can give satisfactory references. I am not out of employment. Salary \$300 a year. A. A. CHRISTIAN, Greensborough, Maryland.

TO PUBLISHERS—if you want a trustworthy, energetic agent in New York, who will see any advertiser, interview anybody, and act in your interest generally and promptly, without salary, office expenses or cost of any kind to you, except for work actually done, or results accomplished, and then at very low rates, apply for particulars and highest references to PHELPS & CO., 92 Times Bldg.

WANTED—A good man to canvass New York City for advertising patronage for PRINTERS' INK. Will pay him \$40 a week, upon condition that any week when his total orders fall below \$40 he shall get nothing.

ADVERTISING SOLICITORS, printers and publishers, for years *Ideal Masterpieces* has been the finest illustrated advertising sheet on the market. The 1894 edition is no exception. Newspaper publishers will find it an elegant sheet to use as a Christmas supplement, and merchants and advertising agents for fall and holiday trade. We sell to but one party in a place. Send stamp for sample copy and prices. GRIFFITH, AXTELL & CADY CO., embossers, Holyoke, Mass.

AN experience of 17 years in the business offices of a weekly of world-wide reputation, with 150,000 circulation, ought to be worth something. Advertisers may now have the benefit of this experience at merely nominal cost, if you will send me a printed slip of your ad I will return it at once with such comments and criticism as will probably enable you to improve its effectiveness. For this my charges are reasonable, viz.: Nothing for the first ad; two dollars each for subsequent ads, if they do not exceed the space of a page of the *Century* or *Harper's*; five dollars each for larger ads. WM. KOHN, 3115 West Norris St., Philadelphia, Pa.

## BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT composition, comment and criticism. An 80-page pamphlet, giving 58 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to contest. Better than "90 Ideas" book. By mail, 25 cents. Address INLAND PRINTER CO., 912-914 Monroe St., Chicago.

## ADDRESSES AND ADDRESSING.

## ST. NICHOLAS.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Musical letters a specialty. A. LEFFINGWELL & CO., 118 Dearborn St., Chicago, Ill.

## PREMIUMS.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 148 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

USEFUL, low-priced household novelties; best premiums; large variety; will exchange for space. Box 1339, Boston.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

## TO LET.

## ADVERTISING space in ST. NICHOLAS.

TO LET—Desk room in office. Reasonable terms. Room 106, Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

TO LET—Front office in building No 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 35x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. ROWELL & CO.

## ADVERTISING NOVELTIES.

SUNBEAMS, FOR THE LITTLE FOLKS.

ADVERTISING rates invariable in ST. NICHOLAS.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 345 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

LETTER than typewritten letters—100,000 facsimile letters, size 8½x12½, printed in your own handwriting, on well-finished paper, \$35. LANDON PTG. CO., Columbus, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

BUYS 4 lines \$5.00 copies proven.

81 WOMAN'S WORK, Athens, Ga.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5¢ per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE OR TRADE—Weekly official newspaper. Largest adv. patronage in section. Owner has other business occupying his attention. Ad. or apply "W. S. R.," 503 8th Ave., N. Y.

FOR SALE—Part interest in an old-established daily and weekly newspaper in Missouri. City 10,000. Only one other paper. Big advertising and subscription lists. Doing big business. Address, for particulars, "A. B. C.," care Printers' Ink.

OWING to sudden death of proprietor, desirable weekly newspaper and job office in Southern New York offered at a sacrifice. Must sell at once. Town 7,000. Splendid opportunity. Answer quick. "P. E. F.," care Printers' Ink.

## ADVERTISING AGENCIES.

DODD is right.

DODD of Boston.

ALL indorse ST. NICHOLAS.

SUNBEAMS, FOR THE LITTLE FOLKS.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies, 108 W. 14th St., N. Y.

CHARLES K. HAMMITT, Advertising, 23 Broadway, N. Y., will serve you effectively, economically.

25 YEARS' experience in newspaper advertising. GEO. W. PLACE, 55 Broadway, N. Y. 100 LEADING dailies, circ. 6,000,000; 99 rate. FLETCHER ADV. AGENCY, Cleveland, O.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertising, a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor, 138 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill. Temple Court, New York. Established 1880. Estimates cheerfully furnished.

## NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

## BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1831 Franklin Ave., St. Louis, Mo.

## SPECIAL WRITING.

YOU won't regret using my "ed. copy." The people like it. It increases circulation. G. T. HAMMOND, Newport, R. I.

## STREET CAR ADVERTISING.

DODD beats the trolley. Boston.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

## MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

VAN BIBBER'S Printers' Rollers.

THE SOUTHERN MAGAZINE reaches all the intelligent and wealthy South.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

## ELECTROTYPES.

A SHORT cut to trade. Dodd's. Boston.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beckman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM &amp; CO., New Haven, Conn.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electro. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing sure — you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

CELLUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellutype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

## ADVERTISING MEDIA.

**PERSIAN** Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

**ADVERTISERS' GUIDE.** Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

**HARDWARE DEALER'S MAGAZINE.** Send for adv. rates and copy. 78 Reade St., N. Y.

**I** COVER the State of Indiana, 13 leading dailies. **FRANK S. GRAY**, 12 Tribune Bldg., N. Y.

**THE OPTICIAN AND JEWELER**, 26 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

**A** NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (60 weekly papers). Sworn circulation 32,236. **CANADA READY PRINT CO.**, Hamilton, Ont.

**35 LEADING** dailies in 35 cities. One inch one 35 month in all for \$120. Send for list. **O. L. MOSES**, 132 Nassau St., N. Y.

**ADVERTISERS**—Only 10 cents per line; circulation 20,000. Best medium on earth. **CRIME'S COMMERCIAL REPORTER**, Marion, Ind.

**B**E INDEPENDENT. Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES CO.**, 18 & 20 Rose St., New York City.

**R**EADY PRINTS—All sizes; low prices; varied features; special news service. **UNION PRINTING COMPANY**, 15 Vandewater St., N. Y.

**THE METROPOLITAN AND RURAL HOME**, N. Y., an agricultural and family journal, is sued over 500,000 monthly. It pays advertisers.

**D**O you want to go to agents and mail buyers? We get you these at 5 cents a line. Circulation 5,000. **AMERICAN HOME JOURNAL**, Easton, Pa.

**THE HEARTHSTONE**, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**THE SOUTHERN MAGAZINE** represents the high-class reading public of the South fully, and the South is to day better able to buy than any other section. Advertise there now.

**A** DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON**, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**"Y**OUR paper is a hustler for orders."—J. J. Bell. This refers to **PARK'S FLORAL MAGAZINE**. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

**F**ELLOWSHIP PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch one time, in 18 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. **GEO. S. KRANTZ**, Special Agent, 102 W. 14th St., N. Y.

## SUPPLIES.

**VAN BIBBER'S**  
Printers' Rollers.

**Z**INC for etching. **BRUCE & COOK**, 190 Water St., New York.

**A** DVERTISING supplies business when nothing else will. Try **ST. NICHOLAS**.

**T**HIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 186 Spruce St., New York. Special prices to cash buyers.

**C**IRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell from genuine typewriting. **G. P. VAN WYE**, Masonic Temple, Chicago.

**P**APER DEALERS—**M. Plummer & Co.**, 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**E**LECTROTYPE CABINETS. Advertisers use them to store cuts. Dust-tight and vermin-proof. Various sizes. Price lists supplied. **HEBER WELLS**, 157 William St., New York.

**M**Y price per 1,000: Letter headings, \$2; note headings, \$1.20; bill headings, \$1.00; circulairs, 8½x11, \$2.20; 5½x8½, \$1.40; 3½x5½, 60c., if in lots not less than 5,000. Express prepaid. Send for particulars. **ALBERT B. KING**, 67 William St., New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

## ST. NICHOLAS.

**D**ODD illustrates ads. His methods illustrate good advertising. **Boston**.

**S**OLID TYPE talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

**S**OLID TYPE talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

**W**OOD ENGRAVING. Best work only. **H. SENIOR & CO.**, 16 Spruce St., N. Y.

**D**RAWINGS and designs for advertising and illustrations. **E. LUTZ**, 229 E. 14th St., N. Y.

## ADVERTISEMENT CONSTRUCTORS.

## ST. NICHOLAS.

**A**DS that are read. **CHAS. A. WOOLFOLK**, 446 West Main St., Louisville, Ky.

**C**IRCULAR letters that do good work, \$5.00 for that kind. **WALTER W. BRETT**, 361 Broadway, N. Y.

**A**BOOK on clothing is my latest production. Send four cents in stamp for sample. **WALTER W. BRETT**, 361 Broadway, N. Y.

**T**O write ads on mechanical subjects requires mechanical experience. I am a licensed engineer. "Nuff sed." **WALTER W. BRETT**, 361 Broadway, N. Y.

**W**F have turned out more ads and better ones than any other house in the business. **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

**"B**OOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 15 cents, postpaid. **D. T. MALLETT**, publisher, 78 Reade St., N. Y.

**A** N advertiser can get his master written for almost any price he wishes to pay. It's merely a question of what quality he needs and is willing to pay for. I want clients who are ready to pay a fair price for the best work. I have just published a circular which will give a good idea of my methods and prices. If you're interested send a business card. **CHARLES A. TIN BATES**, Vanderbilt Bldg., N. Y.

**A** GREAT many have inquired about my "13 illustrated retail ads for '90." They want to try one or two first. All are well-acted and five dollars and I'll send 3 ads with outline cut for each with the understanding that if they are satisfactory you can send \$15 more and get the other 10 ads. I think this is a good offer—one of the best I have made. The ads are attractive, the cuts pretty and pertinent. I think they'll "sell goods." **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

**H**ERE are a few extracts from letters received since Sept. 1: "Manuscript arrived safely. You have succeeded in suiting us in every particular." "All of the ads were very good; we will undoubtedly want more." "Well pleased with the 12 ads you sent" "Think master for the book to good value for the money." "Ads to hand, they please me." "I send 'Business Bulletins,' samples of work I've done, etc., for 2c. stamp. Address **JED SCARBORO**, Box 63, Station W, Brooklyn, or call at 154 So. 6th St.

**I** HAVE prepared for the American Press Association 25 illustrated ads, covering most retail lines. They contain suggestions valuable to any advertiser. They show what I am doing in the way of writing ads. I invite everybody who reads this to send 2c. stamp for copy of them. The illustrations are attractive, and each one tells a story itself. The 25 cuts can be had for \$3. If desired I will write ads for any business to fit them. Nobody charges as little for good work as I do. **BERT M. MOSES**, Box 383, Brooklyn, New York.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

### ARKANSAS.

**ELENA WORLD** covers East Arkansas like a blanket. Address WORLD, Helena, Ark.

### CONNECTICUT.

**THE DAY**, New London, has made 100 per cent gain in circulation within the last 3 years.

**WEEKLY TIMES: Hartford, Conn.**

#### THE DAILY UNION.

BRIDGEPORT, Conn. EIGHT PAGES. ONE CENT. Circulation, 7,200.

Best advertisers use it—they know its value. N. Y. Office, 659 Vanderbilt Building. O. L. MOSES, Manager.

#### THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

**PERRY LUKENS, Jr.**, New York Representative, 73 Tribune Building.

#### THE TWO HERALDS.

**WATERBURY SUNDAY HERALD.** BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 30,000. 150,000 Readers.

### DISTRICT OF COLUMBIA.

A FEW advertisers advertise in **KATE FIELD'S WASHINGTON**, Washington, D. C.

### GEORGIA.

**THE ENTERPRISE**, Smithville, Ga. Official organ of Lee County. All home print.

### KENTUCKY.

**KENTUCKY STOCK FARM**, Lexington. Distinctively a breeder's journal.

**THE SOUTHERN MAGAZINE** shows the greatest increase in circulation of all monthlies that have not cut prices.

### MAINE.

#### BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

**PERRY LUKENS, Jr.**, New York Representative, 73 Tribune Building.

### CALIFORNIA.

**LOS ANGELES TIMES** leads in Southern California. Sworn circulation 14,000 daily.

**SAN JOSE** is the great fruit-growing center and the **DAILY MERCURY** is the leading paper.

### INDIANA.

#### The Big Weekly of the West.

The **AMERICAN TRIBUNE**, of Indianapolis, Ind., is the largest **WEEKLY** published in Indiana.

### MASSACHUSETTS.

**40 WORDS**, 6¢, 50-cts.; \$1.50 for 1 mo. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

**NEW BEDFORD** (Mass.) **JOURNAL**. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

### DAILY GLOBE,

#### FALL RIVER.

ISSUED  
EVERY  
EVENING

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.  
WM. H. HANSCOM, Business Manager.

### MICHIGAN.

**GRAND RAPIDS DEMOCRAT**, the leading paper in Michigan, outside Detroit. 13,000 daily.

**40,000 PROVED CIRCULATION** for only 15¢, a Line. Sample copies and proof of circulation free. "ONCE A MONTH," DETROIT, MICH.

### MINNESOTA.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**The Housekeeper, Woman's Home Paper.** Pays Advertisers. Minneapolis, Minn.

### DULUTH.

Population to-day, 75,000. The most prosperous city in the country.

**THE NEWS TRIBUNE**  
IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

**PERRY LUKENS, Jr.**, Eastern Representative, 73 Tribune Building, N. Y. City.

### MISSOURI.

**HEROLD DES GLAUBRENS**, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

### NEVADA.

**THE WEEKLY COURIER**, Genoa. Six pages. All home print. Leads in Nevada.

### NEW JERSEY.

**THE EVENING JOURNAL**, JERSEY CITY'S FAVORITE FAMILY PAPER.

Circulation, 15,500.

Advertisers find IT PAYS!

## NEW YORK.

## S. NICHOLAS.

T'REE trial lines 25c. in Watertown (N. Y.)  
HERALD - 30,000 readers.

FOR any good business it will pay to use THE  
CHRISTIAN ADVOCATE, New York City.

R OWELL accords THE LE ROY GAZETTE largest  
weekly circulation in Genesee Co., N. Y.

N EWBURGH, N. Y. Pop. 25,000. The leading  
newspaper, daily and semi-weekly JOURNAL.

U NDER new management. The COUNSELOR,  
Rouse's Point, Clinton Co., N. Y. Write for  
advertising rates.

F. M. LUPTON's popular periodicals, THE  
PROPLE'S HOME JOURNAL and THE ILLUSTRATED  
HOME GUIDE. Sworn circulation, 500,000 copies  
each issue. Advertising rates, \$3.00 per agate  
line, less time and space discounts. For sample  
copies and further particulars address F. M.  
LUPTON, publisher, 106 & 108 Reade St., N. Y.

## A COMPARISON

During 1894 the New York EVENING  
POST contained 25 per cent more cash  
advertising than any other evening  
paper in New York, a visible concession  
to its superior value as an advertising  
medium.

## ADVERTISING IN

## TEXAS SIFTINGS



PAYS

## REDUCED TO 10c.

## GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

**LIFE** has moved to its  
own building at  
**19 and 21 West 31st St.** This  
building is said to be one of  
the finest specimens of archi-  
tecture in the city of New York.

HICKORY BICYCLES  
GIVEN AWAY FREE BY THE

## Daily Press &amp; Knickerbocker

AND

## SUNDAY PRESS.

ALBANY'S BEST AND MOST  
POPULAR NEWSPAPERS.

NEARLY

FIFTEEN HUNDRED NEW SUBSCRIBERS  
GAINED IN FOUR WEEKS.

READ THE PRESS for particulars.

Books Open to Advertisers!

THE LADIES' WORLD  
Circulation Map

Will interest you.

S. H. MOORE & CO., Publishers,  
New York, will send it, together  
with an estimate on your advertisement.

RATE LOW! CIRCULATION LARGE!

## OHIO.

M USKINGUM FARMER for Southeastern Ohio.  
\$6 an inch this year. Zanesville, O.

T HE TOLEDO EVENING NEWS leads its com-  
petitors in local circulation—11,000 daily.

D AYTON MORNING TIMES and EVENING  
NEWS give advertisers satisfactory results.

YOUNGSTOWN VINDICATOR, 7,000 daily, 5,200  
weekly. Leading newspaper in Eastern Ohio.

T HE AMERICAN FARMER AND FARM NEWS  
is guaranteed by Rowell's Newspaper Di-  
rectory and Publishers' Index to have the largest  
circulation of any monthly in the State of Ohio,  
and the second largest circulation of any monthly  
agricultural journal in the world. The ad-  
rate is low, and advertisers tell us that it pays  
them. GEO. S. BECK, Eastern Manager, 193  
World Bldg., New York City.

## OKLAHOMA.

T HE GUTHRIE DAILY LEADER, the leading  
morning paper in the Territory, accepts ad-  
vertising with the distinct and positive guar-  
antee that it has double the paid circulation of  
any newspaper published in Oklahoma. F. B.  
Lucas, Adv. Mgr.

## PENNSYLVANIA.

S CRANTON (Pa.) REPUBLICAN has the largest  
circulation of any Scranton paper.

T HE BEST LOCAL DAILY in Pennsylvania is  
the CHESTER TIMES. 35,000 desirable readers  
in the garden spot of the Keystone State. WAL-  
LACE & SPROUL, Chester, Pa.

I NTELLIGENCER—DAILY and WEEKLY,  
Doylestown, Pa.

For guaranteed circulation see  
Rowell's Directory. Always  
the leaders.

Always best mediums for  
advertisers' purposes.

## TEXAS.

## THE POST : Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY  
DAILY IN TEXAS, and is so guaranteed by Row-  
ell's 1894 Directory under a forfeit of \$100. S. C.  
BECKWITH, Sole Agent Foreign Advertising,  
New York and Chicago.

## WASHINGTON.

## SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading  
Democratic daily north of San Francisco.

## WISCONSIN.

5,308 COPIES weekly average in 1893 of  
EXCELSIOR, Milwaukee, Wis.

R ACINE EVENING TIMES, Racine, Wis. Circ'n  
under oath exc'ds 2,000 paid copies each issue.

W ISCONSIN AGRICULTURIST, Racine, Wis.  
Largest circulation of any English paper  
in Wisconsin.

B ADGER STATE GROCER, Milwaukee, reaches  
all grocers and general storekeepers weekly  
in Wisconsin.

D ER GEFLUEGEL-ZUECHTER, Wausau, Wis.  
The only German poultry journal in the U.  
S. A. Circulates among buyers. Sample copy free.

## SO. &amp; CEN. AMERICA.

M ANUFACTURERS  
who desire export trade use  
PANAMA STAR & HERALD,  
ANDREAS & CO., 55 Broad St., N. Y.

# Printers' Ink Year Book

## *For 1894.*

### Are You In It? YOUR CHANCE IS LESS THAN ONE IN FOUR!

There are 20,169 newspapers catalogued in the American Newspaper Directory. Of these 4,465 only will be recapitulated in the Printers' Ink Year Book.

The Year Book will only deal with papers credited by the American Newspaper Directory with circulations in excess of 1,000 copies each issue.

The Year Book arranges its State lists and its Class lists of newspapers in the order of the circulation accorded them; the largest circulations are named first.

It will contain about 600 pages, and will be sold for one dollar a copy. Ten cents extra for postage, unless to a subscriber to *PRINTERS' INK*.

The system of putting the biggest circulation ratings at the top will bring them into bold relief, and doubtless prove that the American Newspaper Directory, upon which the Year Book is based, is very far from perfection. Its principal claim to attention, like Mr. Porter's census, is doubtless to be found in the acknowledged fact that there is nothing else so good that can be used in its place.



The number of newspapers has become so great that advertisers are compelled to make choice among them and no publisher of a paper of pre-eminent merit can afford to miss a good opportunity for asserting and maintaining his claim to special excellence, and keeping it before the eyes of advertisers.

Such an opportunity will be offered by the Year Book, which will have a very wide circulation among advertisers.

Every subscriber to *PRINTERS' INK* is entitled to a copy delivered free in consideration of his annual subscription.

The Year Book will be ready for delivery on Wednesday, November 28th.

Publishers should remember that the circulations in the Year Book are for 1893, while what advertisers will be most interested in learning next November will be, "What will be the circulation in 1895?" **THIS CAN BE TOLD IN AN ADVERTISEMENT.**

From papers not entitled to a place in the Year Book lists, advertisements are not solicited. More than 15,000 papers named in the American Newspaper Directory are omitted from the Year Book.

If you wish a page advertisement in Printers' Ink Year Book in position opposite reading matter you can have it for \$100. Half or quarter pages charged *pro rata*.

If you wish it in position opposite the papers of your State, or of your class, you can have it for \$125.

If you wish it in position opposite the page where your own paper is listed you can have it for \$150, provided the position has not been sold when your order comes to hand.

*This page shows the size of a page ad.*

If you wish a colored insert, printed on both sides, and will furnish the insert (31,000 of them) it will be inserted for \$200.

ADDRESS ALL COMMUNICATIONS TO

**PRINTERS' INK YEAR BOOK, 10 Spruce Street, New York.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

**IF** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

**IF** Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

**IF** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.

**IF** Any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	18,527 copies
Last issue,	-	21,100

NEW YORK, SEPT. 12, 1894.

THE H-O Company does not advertise a brand of water.

HARD cash breaks many a cast-iron rule—column rule, sometimes.

FEW people would care to purchase a daily paper that contained no advertisements.

THE failure of a merchant to advertise is an advertisement of his lack of enterprise.

WHAT is termed the "lucky hit" advertisement is often the fruit of much hard thinking.

IF it accomplishes nothing else, the advertising of a town indicates that it has some enterprising citizens.

IF all the bright things said in advertisements could be collected into a volume it would be an interesting one.

TWO GOOD newspapers in the same city may each have a larger number of readers than one bad one could ever hope to secure.

THE comparatively prosperous condition of the Southern States is reflected in the advertising columns of their newspapers at the present time.

IF the business stagnation has affected St. Louis to any extent, the advertising columns of the newspapers of that city fail to give any indication of it.

ONE or two first-class newspapers, like the St. Louis *Republic* or *Chronicle* or the Louisville *Courier-Journal*, will advertise the town better than a dozen second-class sheets.

THE "Hotel Red Book" is the name by which the United States Official Hotel Directory is best known. It is issued annually, and is the most complete work of the sort ever compiled.

ALTHOUGH the consumption of mustard is about as universal in the United States as in England, it does not seem to be advertised in the newspapers here to the same extent as in the English journals.

MANY self advertisers would be spared a great deal of trouble if they were to recognize the fact that it is scarcely profitable to advertise anything which does not possess a certain amount of merit.

THE New York and Chicago publishers who knowingly permit the "Help Wanted" columns of their papers to be used for swindling men and women who are out of work must be as heartless as they are unprincipled.

IF an advertiser who, at any time, has been led to purchase some advertised article can remember what it was that influenced him to inquire for it, he will, perhaps, secure an idea of the proper methods to employ in inducing people to become purchasers of his article.

IF some big firm of general advertisers were to permit its ad constructor to attach his autograph to his productions, the name of this individual, now, perhaps, quite unknown, would become more familiar to the people of the United States than that of any living writer.

PERSONS submitting paragraphs, wise or funny, for PRINTERS' INK, are desired to remember that PRINTERS' INK is a journal for advertisers, and intends printing nothing that is not calculated to interest persons of that class. Many correspondents seem to believe that PRINTERS' INK is intended for newspaper men. Such is not the fact. It is a journal for advertisers.

## PRINTERS' INK YEAR BOOK.

THE fact that a manufacturer or merchant is anxious to make known his goods to the public is regarded by most people as evidence that they possess merit.

BE yourself in your advertising. You can do so and still study all the models you please. The study of methods that have proven successful ought to stimulate individuality. Emulate the busy bee—rifle all the best advertisements of their pith and point—then sit down and run it through your mental mold—the result will not betray the prevailing flavor of either one of its sources, but will be yours, as much so as though it grew in your head while asleep.

THE *Constitution-Democrat*, of Keokuk, Iowa, recently issued what was supposed to be a supplement, consisting of sixty-five pages, filled with advertisements and write-ups. For the transportation of this publication New York advertisers were required to pay twenty-eight cents postage on each copy. Mr. James Gayler, assistant postmaster of New York City, being asked if the charge was not rather exorbitant, said: "No; the appearance does not indicate that it is part of the paper or comes within the definition of a supplement, and, therefore, we wrote to Washington for instructions. These instructions were to charge letter rates."

WITH this issue of PRINTERS' INK is concluded the series of articles indicating the mediums of largest issue in every State, Territory or Province in this country and Canada. These articles have been based upon information gleaned from the United States census reports and the American Newspaper Directory. For the convenience of advertisers who desire to retain them in a more permanent and accessible form for use when preparing lists of mediums for advertising sections of the country they intend covering, these articles, together with the essays on trade and class journal advertising, will be republished in the Printers' Ink Year Book, which will be ready for delivery on Wednesday, November 28th. Price one dollar, but sent free to every subscriber to PRINTERS' INK.

ALTHOUGH letters complimenting the "Advertising for Retailers" department have become so frequent that they are taken as a matter of course, yet it is gratifying to receive them and to be assured that PRINTERS' INK is fulfilling its pedagogic mission. "Local merchants are well pleased with it, and many catchy ads can be attributed to PRINTERS' INK," writes Mr. Philip Hamlin, of Kankakee, Ill., and in sending ads for criticism W. A. Huntley of Oregon City, Ore., says: "I trust you will see the hand of the 'Little Schoolmaster' in them. That would be the greatest compliment you could pay."

## SMALL EDITIONS ARE VERY COMMON.

L. M. Guernsey, Esq., of Mystic, Conn., a vice-president of the Connecticut Editorial Association, writes to PRINTERS' INK, under date of August 14th: "From my knowledge of the business (extending over a period of over fifty years—as man and boy in a newspaper office since 1841) I believe that there are more papers published having circulations between two or three hundred and six hundred than between any other grades." He thinks, however, that "a newspaper with one hundred weekly is hardly entitled to the name of 'newspaper.'

\*\*\*  
SOMETHING WORTHY OF NOTICE.

NEW ORLEANS, La., AUG. 31, 1894.  
*Editor of PRINTERS' INK:*

DEAR SIR—I notice Frank R. Stockton is the author of an article on "Bar Harbor" in the current number of *Scribner's Magazine*, in which two very ingenious, and of course valuable ads appear; one for "Castoria," and one in behalf of "Plymouth Rock Panta." If the display space is worth, say \$200 a page, how much is this kind of really literary reading notice worth?

I think this is something worthy of notice.

W. G. BOORMAN.

Mr. Stockton and *Scribner's Magazine* were quite right in not omitting the names quoted above, simply because the use of them would have an advertising value. Publishers, as a rule, are too squeamish on this point. PRINTERS' INK never hesitates to make a paragraph interesting by putting in a name and address, if the occasion calls for them, and by that course has now and then made a valuable customer out of some person who would otherwise never have believed that PRINTERS' INK reached the eyes of so many persons whose acquaintance he desired.

## NOT USED NOW.

AUSTIN, Texas, August 10, 1894.

*Editor of PRINTERS' INK:*

I have looked through PRINTERS' INK for an advertisement of some house handling chalk plate outfit and was surprised at not finding anything. Can you give me some information? I am thinking of getting an outfit.

Respectfully,

GEO. W. MACDONNELL,  
Advertis'g Manager Austin *Daily Statesman*.

According to the F. Wesel Manufacturing Co., 11 Spruce street, New York, fifty impressions can be secured from the papier mache matrix, now generally used, when only one could be had from the obsolete plaster of paris or chalk plate process. The cost of a small plaster stereotyping outfit, consisting of molding press and mold for matter, is about \$125, while a papier mache outfit costs all the way from sixty dollars to as many hundreds.

## ♦♦♦

## IT COSTS TIME AS WELL AS MONEY.

SAN FRANCISCO, Cal., August 29, 1894.

*Editor of PRINTERS' INK:*

We have read with some degree of amusement your editorial comment on the *Traveler*, appearing in your issue of August 22nd.

You say that "a journal that prints its title page in two colors cannot have a very large circulation."

As a matter of fact, our circulation is a little over 4,000 copies each month. It is not large but notably *select*.

We hardly agree with you that the two colors on our frontispiece should be deemed a luxury or cut any figure in the extent of a journal's circulation, when you probably know that it only makes a difference in cost of about \$2 per thousand. Does not the additional attractiveness warrant this trifling outlay?

JOHNSTONE &amp; BRYAN.

## DISGUIISING SHOW WINDOWS.

GRAND RAPIDS, Mich., Aug. 28, 1894.

*Editor of PRINTERS' INK:*

J. C. West & Co., druggists, of this city, have a display in one of their show windows, consisting of a small pond in which there are a number of turtles. In the same window is a placard which reads: "Look in the other window." Of course, the curious are sure to look in the other window, where a line of goods is displayed.

H. L. CAUFFIELD.

## AN INTERESTING STATEMENT.

NEW YORK, Aug. 24, 1894.

*Editor of PRINTERS' INK:*

The Pittsburgh *Chronicle-Telegraph* has always been the leading newspaper of Western Pennsylvania, and it now has the largest circulation.

C. J. BILLSON,  
86 and 87 Tribune Building.

THE advertisement that offers something for nothing—that tempts with tempting but delusive prices always suggests the light that travelers tell about—the light that hovers over swamps, and lands the weary wanderer in a hole.—*Portsmouth (N. H.) Post*.

## NOT OLD AT THE TOP.

In the office of the Wisconsin *State Journal* the following lines were recently composed and, without any copy, put into type by Mr. Joseph A. Homan, who is eighty years of age and was for years one of the editors and publishers of the *Maine Farmer*:

Almost Fourscore! And these cramped fingers still

Instinctive find the letters in the places  
Where once, with younger eyes and dexter  
skill

I stood, my empty "boxes" to refill,  
Or, "stick" and "rule" in hand, at these  
old "cases."

Since then, ah, me! how swift the years have  
flowed,

And still will fly, when this old "form" no  
more

Will be "made-up" on Life's "imposing-  
stone."

On my "revise" I crave this "line" alone:  
"Here lies, with a 'clean proof,' Almost  
Fourscore."

A CONVERTED Western real estate agent was "called" and went to preaching. An old-time friend of his went over into the rival town, "within convenient hating distance," to hear him preach. When asked how he liked the sermon, he said, "Sermon, none; he's at his old tricks again, boozing and addition he calls Paradise. Says it's going to be laid out with golden streets, and all that kind of rot."

BURNHAM & PHILLIPS, tailors, of 119 Nassau street, New York, issue an attractive picture of a little girl, standing by the sea-shore, holding up a large black umbrella. An advertisement is concealed behind the umbrella, but is not the less likely to be read on that account. The design is novel.

THE *Daily Enterprise*, of Brockton, Mass., recently contained a half-page advertisement of a big bargain sale of coal.

## ♦♦♦

## EVOLUTION.

At first he merely skipped the page

And idly cursed the ads,  
"Leaf after leaf" he turned them o'er  
As only worthless "fads."

And then he vowed he would not see,  
Or take a mental note,  
But spite of vow, the ads would speak,  
And on his memory smote.

Perplexed he questioned if 'twere true  
These tales so constant pressed.  
Then sought the counsel of a friend  
To set his doubts at rest,

And now convinced, he eager reads  
The welcome, bright drawn ads,  
And loud proclaims the fact that they  
Are money saving fads.

—*The Bookkeeper.*

♦♦♦

"Where are you going my pretty maid?"  
"I'm going a shopping, kind sir," she said,  
"And who gets all of your valuable trade?"  
"The advertisers, sir, she said."

How'er it be, it seems to me

'Tis only prudent, right and wise  
If one would build his business up  
To regularly advertise,

**Displayed Advertisements**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

**SUPERIOR** Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**SWISS** People in U. S. (300,000) reached only by one paper. Circulation proved over 15,000. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

**Arthur's and Peterson's.**

F. E. MORRISON, Adv. Mgr., 500 TEMPLE COURT, N. Y.

**\$100 PER PAGE**  
for both Magazines.

TWO NEWSPAPERS THAT COVER KANSAS AND  
PAY DIVIDENDS TO THEIR ADVERTISERS.

**The Topeka Daily Capital,**

TOPEKA, KANSAS.

State Record established..... 1859  
Commonwealth established..... 1869  
Capital established..... 1879  
(CONSOLIDATED 1889.)

*The only morning paper published at Topeka.  
The largest daily circulation in Kansas.*

**POSTAL NOTES ABOLISHED.**

The only substitute that will accommodate or satisfy the public is our **PATENT CARD MAILING CARD**. Indispensable to a man's business. Special imprint on cards free. Address for samples.

ALVORD & CO., DETROIT, MICH.

MENTION THIS PAPER  
WHEN YOU WRITE.

For holding Papers, Letter  
Piles, Letter Books, Circulars  
Printed, Material, Anything.  
Glam, Light, Strong, Hand-  
some, Portable. In use all  
over United States. Send for  
Catalogue and testimonials.

**POPE RACK COMPANY**  
ST. LOUIS, MO.

**The Kansas Weekly Capital**  
AND **Farm Journal,**

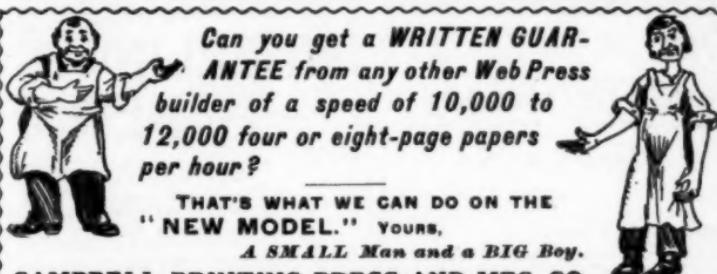
TOPEKA, KANSAS.

The leading farm and family newspaper  
of Kansas.

Reaches 1,000 Post Offices and every county  
in the State.

Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.



*Can you get a WRITTEN GUAR-  
ANTEE from any other Web Press  
builder of a speed of 10,000 to  
12,000 four or eight-page papers  
per hour?*

*THAT'S WHAT WE CAN DO ON THE  
"NEW MODEL." YOURS,  
A SMALL Man and a BIG Boy.*

**CAMPBELL PRINTING PRESS AND MFG. CO.,**  
334 Dearborn St., Chicago. 1 Madison Ave., New York.

**WE KNOW** that our claims for THE TROY PRESS are just, because they can be substantiated. Ask Troy's largest advertisers.

**THEY KNOW** the paper for results. Ask them—any or all—and if

**YOU KNOW** a good advertising medium you will always include in your list

**THE TROY PRESS.**

H. O'R. TUCKER, Troy, N. Y.,  
Or HENRY BRIGHT, 11 Tribune Building, New York.

## Time Is Coming

soon when you will make your lists for  
Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERIENCE if you leave

## The National Tribune

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

THE NATIONAL TRIBUNE,  
Washington, D. C.

Branch Office: 66 World Building.  
BYRON ANDREWS, Manager.

## THE Toledo Blade, Toledo, Ohio.

**The DAILY BLADE**  
is the oldest paper in Toledo.  
It has the largest circulation  
of any daily newspaper in the  
State outside of Cleveland and  
Cincinnati.

**The WEEKLY BLADE**  
now has a circulation of over  
130,000 copies per week. It  
circulates in every State and  
Territory of the Union.

For advertising rates in either edition address

THE BLADE,  
Toledo, Ohio.

N. Y. OFFICE:  
33 TRIBUNE BUILDING.

# Sept. 27

WILL BE A GREAT DAY

In the History of THE GOLDEN RULE, the Christian Endeavor weekly, published in Boston—because we shall publish then the greatest Premium Number we ever put out, and will announce the finest and largest list of special premiums we ever offered.

But what is this to you? NOTHING IF YOU WILL NOT DO ANY ADVERTISING THIS FALL, EVERYTHING IF YOU WILL, for this one issue will be thumbed over and re-thumbed all through the year, and thus be equal almost to 52 weekly insertions while you pay the price of but one.

The best advertisers in the country use the columns of THE GOLDEN RULE regularly. Now, would it not be well worth YOUR while to try it JUST THIS ONCE?

But remember that although we publish this September 27, forms for advertising copy will close the 17th. And try not to forget that THE GOLDEN RULE offers you more circulation for the money than any other religious publication in the country, excepting one possibly. And the quality of our circulation as a family and home paper is beyond question.

## The Golden Rule Comp'y.

George W. Coleman,  
Manager Advertising Department,  
646 Washington St., Boston, Mass. Aug. 25, 1894.

## WHEELING ~ ~ NEWS.

DAILY.  
SUNDAY.  
WEEKLY.

The Best Medium for Reaching  
Wheeling and Vicinity.

THE NEWS is the progressive  
paper of West Virginia.

Uses type-setting machines and  
other modern aids in producing a  
really first-class paper.

LARGEST CIRCULATION IN W. VA.  
TWICE AS LARGE AS ANY OTHER  
WHEELING DAILY.

C. E. ELLIS, Manager Foreign Advertising,  
517 Temple Court, New York City.

# Vickery & Hill List.

C. E. ELLIS, New York City:

FRIEND ELLIS: I notice by your ads in the *Bulletin* that you are special agent for VICKERY & HILL LIST, and I wish to say right here, before I forget it, that you are working in the right direction when you work for Messrs. Vickery & Hill and their Peerless List of papers. I know what I am talking about when I talk in favor of their list, from the fact that I was one of the first to use their papers, and have used them every season since without a skip, and always with good results. I have kept a strict account of the returns received from my advertising in this list, and must say that I never yet lost one cent from any ad which has been in their list; indeed, every one has yielded profit, and this I consider a strong recommendation for their justly named "Peerless List."

Respectfully yours, FRANK FINCH.  
CLYDE, N. Y., Sept. 1, 1894.

**PAYS SEEDSMEN.**  
**1,500,000 COPIES PER MONTH.**

Rates, or any other information, furnished by the HOME OFFICE, Augusta, Maine,  
Or by C. E. ELLIS, 517 Temple Court,  
Special Representative, New York City.

# Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

**Writing,  
Illustrating,  
Printing.**

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

WM. JOHNSTON,  
MANAGER PRINTERS' INK PRESS,  
10 SPRUCE STREET,  
NEW YORK.

## BUSINESS \* \* \* ILLUSTRATING -

There is every reason in the world why business literature should be as attractive as literary literature. It is my business to make it so. I write advertisements, circulars, booklets, catalogs. I have an artist to illustrate them.

He looks out for the artistic features—I study selling strength. Between us we make

"Ads that sell goods."

CHARLES AUSTIN BATES,  
VANDERBILT  
NEW YORK. BUILDING.

# Grand Rapids Democrat,

Established 1865,

is the leading paper in the principal City of Michigan (outside of Detroit).

**13,000**

*Daily. 4,000 Weekly.*

The DEMOCRAT compares favorably with the leading Detroit dailies—in appearance, news service and amount of advertising published.

To reach the homes of Western and Northern Michigan the DEMOCRAT is invaluable.

For particulars, address

**H. D. LA COSTE,**  
38 PARK ROW,  
NEW YORK.

# The HOUSEKEEPER,

MINNEAPOLIS, MINN.

PUBLISHED SEMI-MONTHLY.

**CIRCULATION,  
123,000**

## Testimonial Number Six.

C. E. ELLIS, New York City:  
DEAR SIR: You ask me what I think of the HOUSEKEEPER as an advertising medium, and I am glad to inform you that I have had quite an experience with the paper, and the results have been such that you can, by examination, find that my ads have appeared in its columns nearly every season for the last ten years, which ought to be sufficient proof that the medium is a good one, for you know that I have a way of "knowing" the papers that pay, and I would not continue to use a medium if the results were not what they should be. Very respectfully,  
FRANK FINCH.

CLYDE, N. Y., Aug. 25, 1894.

## PAYS ADVERTISERS.

FOR SAMPLE COPIES AND RATES, APPLY TO  
**THE PUBLISHERS,**

Or to C. E. ELLIS, Special Representative,  
517 Temple Court, New York City.

## 3 SPECIAL POINTS

which make the

# Saturday Telegram

**MANCHESTER, N. H.,**

particularly valuable to advertisers.

## PROVED CIRCULATION.

## LOW RATES.

## PAYING RETURNS.

THE TELEGRAM is carrying large advertisements of leading firms. It pays them, and will pay you. Try it.

THE TELEGRAM has the largest circulation of any paper in New Hampshire, and, with one exception, the largest circulation of any weekly paper in New England.

## PROVED CIRCULATION

FOR 13 WEEKS:

**804,375 COPIES.**

For rates, etc., address

NEW YORK OFFICE:  
517 TEMPLE COURT,  
C. E. ELLIS, MANAGER.

VOLUME 5 NO. 11 (M.N.71)  
PRICE 25 CENTS PER YEAR

SEPTEMBER 1894

Copyright, 1894, by The Gannett & Morse Concern.

PUBLISHED BY  
THE GANNETT & MORSE CONCERN  
AUGUSTA, MAINE.

**\$5 A LINE BUT IT PAYS.**

*That's Comfort.*

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

**Fifteen Issues of Printers' Ink**

**FREE TO ANY ADVERTISER**

**An Advertisement to appear in Printers' Ink for the Year 1895**

**WILL BE INSERTED IN ALL REMAINING ISSUES OF 1894**

**WITHOUT CHARGE.**

**TROUBLE WILL BEGIN WITH THE NEW YEAR.**

**ADDRESS**

**PRINTERS' INK, 10 Spruce St., New York.**

**70,000 Copies!**

**The  
Cleveland  
Press**

**sells over this number  
every day in the year.**

**C. J. BILLSON,  
86 & 87 Tribune Building,  
NEW YORK.**

For **PROFIT**  
use



It reaches a good constituency—just the class you wish to interest if your advertisement appeals to ladies and the household.

**PAID CIRCULATION**  
ALMOST  
**400,000** COPIES  
PER ISSUE

Send for Map showing circulation by States and get an estimate upon your advertisement. S. H. MOORE & CO., New York.

# THE Pittsburgh Post

OCCUPIES A UNIQUE POSITION.

Of the SEVEN English Daily Papers published in Pittsburgh,

**THE POST** ALONE IS DEMOCRATIC IN POLITICS.

The other SIX papers are Republican. Keep this fact before you when making up lists for fall advertising, for the Great Pittsburgh Region cannot be covered without using THE PITTSBURGH POST.

## Detailed Statement of Circulation,

MONTH ENDING AUG. 31, 1894.

### DAILY EDITION.

DATE.	CIRCULATION.
Aug. 1	38,656
" 2	39,160
" 3	39,730
" 4	39,388
" 5	39,906
" 6	38,464
" 7	39,200
" 8	39,176
" 9	40,368
" 10	38,982
" 11	43,672
" 12	38,154
" 13	38,650
" 14	38,644
" 15	39,614
" 16	38,150
" 17	40,746
" 18	43,490
" 19	39,484
" 20	41,518
" 21	41,388
" 22	41,486
" 23	38,562
" 24	42,160
" 25	42,668
" 26	46,422
" 27	43,662
Total	1,088,050

### SUNDAY EDITION.

Aug., 1st week	24,162
" 2d "	24,922
" 3d "	23,904
" 4th "	23,960
Total	96,948

### SEMI-WEEKLY EDITION

July, 1st week	18,480
" 2d "	19,464
" 3d "	19,514
" 4th "	19,574
" 5th "	19,478
Total	175,716

### AVERAGE.

Daily	40,297
Sunday	24,237
Semi-Weekly	19,175

## THE TONNAGE OF PITTSBURGH

is greater than the tonnage of New York.

**WHY?** BECAUSE IT IS THE CENTER OF THE VAST IRON,  
Coal and Glass Industry, and the key to the navigation  
system of the great interior.

**THE POST** IS THE FAVORITE PAPER HERE BECAUSE  
it is known to be thorough and reliable in its news  
service and contains the most accurate information on commercial and financial  
affairs.

New York Office: 85 Tribune Building,  
N. M. SHEFFIELD, Agent.

**No Claims  
No Affidavits  
No Promises  
No Rebates  
No Discrimination**

- BUT -

# **THE CALL**

**OF PHILADELPHIA**

**Will Give Every Advertiser  
A FAIR RETURN  
For his Investment in its Columns.**

• • • •

**EDGAR M. HOOPES,  
Wilmington, Del.,  
Manager of the Foreign Advertising of THE CALL.**

# “The Longest Pole Gets the Persimmon.”



Likewise —

**The Largest  
Circulation  
Reaches  
The Most  
Buyers**



That's  
The Reason  
Advertisers  
Always Receive  
Good Returns  
From These Papers.



If You are Looking for Results, Seek No Further.

*For ESTIMATES, SAMPLE COPIES, etc., address*  
**E. T. PERRY, Manager Foreign Advertising Dept.,**  
*53 Tribune Building, New York.*

## Colorado Is Not Dead.

Colorado is not sleeping, but is ALIVE and awake. Nowhere in the Great West is there more activity than in Denver and Colorado.

## The Denver Times-Sun

*Stands first and foremost as the leading daily newspaper of the Rocky Mountain Region. Its circulation is fifty per cent larger than any other Colorado newspaper. It covers the State and Section thoroughly.*

## The Colorado Weekly Sun

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Giving 8,883 Daily Circulation in **TEXAS** for \$1.25, equivalent to 1 3-7 of a cent per line for a thousand circulation.

Giving 8,281 Daily Circulation in **UTAH** for \$1.17, equivalent to 1 23-55 of a cent per line for a thousand circulation.

Giving 3,744 Daily Circulation in **VERMONT** for \$1, equivalent to 2 2-3 of a cent per line for a thousand circulation.

Giving 10,000 Daily Circulation in **VIRGINIA** for \$1, equivalent to 1 cent per line for a thousand circulation.

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